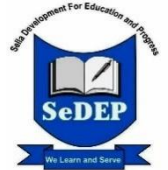


# **S**ella Development for Education and Progress (SeDEP)

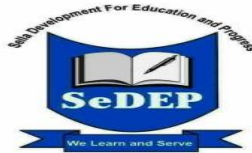
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## **SeDEP SMART Strategic Plan-2025-2027**

### Contents

<b>EXECUTIVE SUMMARY .....</b>	<b>2</b>
<b>MISSION.....</b>	<b>3</b>
<b>VISION.....</b>	<b>3</b>
<b>STRATEGIC PLAN .....</b>	<b>3</b>
<b>STRATEGIC OBJECTIVES.....</b>	<b>4</b>
<b>1. Agricultural Development Initiative.....</b>	<b>4</b>
<b>2. Revenue Generation .....</b>	<b>6</b>
<b>3. Develop Education Programs .....</b>	<b>7</b>
<b>4. Tourism and hospitality Programs .....</b>	<b>7</b>
<b>5. Infrastructure Development.....</b>	<b>8</b>
<b>6. Health Initiatives (HEAL).....</b>	<b>8</b>
<b>7. Youth Empowerment and Gender Equality Programs .....</b>	<b>9</b>
<b>SWOT ANALYSIS .....</b>	<b>10</b>
<b>Strengths .....</b>	<b>10</b>
<b>Weaknesses.....</b>	<b>10</b>
<b>Opportunities .....</b>	<b>11</b>
<b>Threats .....</b>	<b>11</b>



## EXECUTIVE SUMMARY

Sella Development for Education and Progress (SeDEP) is a non-profit, non-political, community-based organization established in 2002 by students from **Sella Limba** Chiefdom residing in Freetown and other towns and cities across Sierra Leone. The organization's primary aim is to unite young people from Sella Limba Chiefdom and promote their development across key sectors.

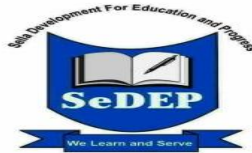
The organization's priorities align strongly with Sierra Leone's **National Development Plan 2024-2030**, particularly the **Feed Salone** initiative, which places **Agriculture** as the flagship among the country's Big Five Game Changers. By this plan, SeDEP focuses on three primary areas that are essential to community development:

i. **Education:** SeDEP is committed to improving access to quality education for residents of Sella Limba Chiefdom. This mission complements the national goal of human capital development by promoting educational programs, debate and quiz competitions, scholarships, and literacy initiatives that help young people in rural areas improve their knowledge base, essential for a skilled workforce.

ii. **Agriculture:** In alignment with the **Feed Salone** initiative under the National Development Plan, SeDEP promotes agricultural development within the chiefdom. SeDEP's focus on sustainable farming practices and modern agricultural techniques aligns with the government's vision of improving food security, reducing poverty, and driving rural development through agriculture as a pivotal sector in the national economy.

iii. **Tourism and Sport:** Recognizing the importance of recreation in youth development, SeDEP organizes sporting and entertainment activities that help foster community spirit, cohesion, and overall well-being. By engaging the youth through sports, the SeDEP organization is well known for its annual December entrainment activities and sports.

iv. **Infrastructure:** Improve community infrastructure, including the construction of a youth center in Kamakwie, the construction of office space, the beautification of the Kamakwie township, and the rehabilitation of roundabouts within Kamakwie.



**Geographical:** SeDEP has a wide presence across key regions of Sierra Leone, with branches in; Kamakwie, Makeni, Bo, Kenema, Waterloo, Kono, Port Loko, and Freetown. This extensive reach ensures that the organization's activities support not only Sella Limba Chiefdom but also contribute to regional development in line with Sierra Leone's national strategies.

**Diversity and Inclusivity:** SeDEP prides itself on its inclusivity, embracing people from diverse cultural, ethnic, and social backgrounds. This inclusivity ensures that the organization reflects the broad demographics of the Sella Limba Chiefdom, further strengthening its role as a key player in community development. By empowering individuals from various walks of life, SeDEP helps build a stronger, more united community, consistent with the government's vision of promoting social cohesion and national unity.

## **MISSION**

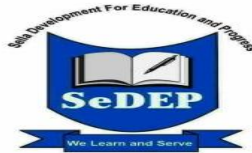
To empowering individuals and communities through accessible, high-quality educational programs and sustainable development initiatives, through self-reliance, and a brighter future for all. **By Learning and Serving**

## **VISION**

To be a leading community-based organization in Karene District that transforms lives through education and development, by creating an environment where every individual has the opportunity to reach their full potential and contribute to the development of our community and the country at large.

## **STRATEGIC PLAN**

On 27 December 2024, the organization had its Annual General Meeting held at the Kamakwie Town Hall/Plaza and elected a president entrusted with the mantle of leadership of the Sella Development for Education and Progress (SeDEP) from January 2025 to December 2027. The new leadership is deeply aware of the organization's challenges and the high expectations of the community we operate. While there is much



work to be done, achieving organizational goals requires collective effort and collaboration.

To address these challenges and realign SeDEP with its foundational values, the leadership developed a comprehensive SMART Strategic Plan. This plan is designed to foster sustainability, improve beneficiary's engagement, and enhance education programs, support, tourism job-seeking initiatives, advance infrastructure development, strengthen health initiatives, bolster leadership, and amplify the organization's impact on community development and youth empowerment.

The strategic plan was developed around seven (7) Strategic Objectives, supported by the following indicators.

- i. **Specific**
- ii. **Goal**
- iii. **Impact**
- iv. **Time-bound**
- v. **Action Steps**
- vi. **Monitoring and Evaluation**

## **STRATEGIC OBJECTIVES**

### **1. Agricultural Development Initiative**

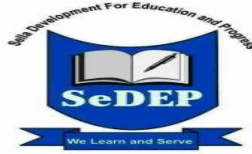
- Cultivate specific crops identified for their economic and nutritional value.
- Use eco-friendly techniques to ensure long-term agricultural viability.
- Empower local farmers through education and capacity-building programs.
- Build linkages with buyers and markets to ensure profitable returns for farmers.

#### **Crops**

- Yam tuba, Rice, Cassava, Groundnuts

#### **Goals**

- Cultivate 1,000 hectares of Yam tuba, Rice, Cassava, and Groundnuts



Annually.

### **Farmer Participation:**

- Engage 1,500 local farmers annually, with at least 40% being women and youth.

### **Income Generation:**

- Increase average organizational income by 30% within the first two years.

### **Food Security:**

- Contribute to reducing rice imports by 10% within three years.

### **Impact**

- Improved food security in the Sella Limba Chiefdom.
- Economic empowerment of the organization, farmers, and their families.
- Strengthened local supply chains and market linkages.
- Reduction in poverty through sustainable income generation.

### **Action Steps**

#### **i. Conduct Baseline Studies:**

- Identify suitable land for cultivation and assess soil quality.
- Determine the number of farmers and community groups available for participation.

#### **ii. Capacity Building:**

- Train farmers on modern and sustainable farming techniques.
- Organize workshops on crop processing and value addition.

#### **iii. Input Provision:**

- Supply seeds, tools, fertilizers, and irrigation systems to farmers.
- Establish partnerships with agricultural suppliers for long-term support.

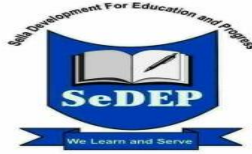
#### **iv. Establish Market Linkages:**

- Collaborate with local traders, cooperatives, and export companies to secure reliable markets.
- Advocate for fair trade policies to benefit farmers.

#### **v. Develop Infrastructure:**

- Construct storage facilities to reduce post-harvest losses.
- Improve rural access roads for better transport of produce to markets.

### **Monitoring and Evaluation (M&E)**



i. **Progress Monitoring:**

- Quarterly progress reviews to evaluate crop yields, farmer participation, and income levels.
- On-site visits by the M&E team to assess adherence to sustainable practices.

ii. **Key Performance Indicators (KPIs):**

- Total hectares cultivated.
- Number of farmers trained and engaged.
- Increase in crop yields per hectare.
- Revenue generated from crop sales.

iii. **Feedback Mechanisms:**

- Regular feedback sessions with farmers and community members to address challenges and refine strategies.

iv. **Final Evaluation:**

- Conduct an impact assessment at the end of each year to document achievements and lessons learned.

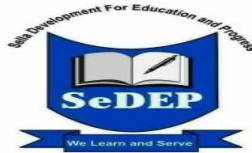
## 2. Revenue Generation

**Specific:** Create a 3-year strategic action plan focused on resource mobilization and financial sustainability.

- **Goal:**
- Generate at least SLL 100 million annually through new revenue-generating activities (e.g., fundraising, partnerships).
- Form a committee to explore revenue streams like partnerships, grants, and branch events.
- **Impact:** Addresses financial constraints, ensuring sustainable project funding.
- **Time-bound:** Finalize the strategic plan by the end of Q1 2025-2027.

### Action Steps:

- Conduct a financial analysis to identify potential revenue sources.



- Organize a yearly fundraising event in each branch to support SeDEP activities.
- Apply for at least 5 grants or sponsorships annually to secure project funding.

### 3. Develop Education Programs

**Specific:** Promote education through annual debates, quiz competitions, scholarships, and support to students in college and university across the country.

- **Goal:** Host at least one debate and quiz competition annually, and provide scholarships or allowances to at least 50 students and nurses per year.
- **Achievable:** Partner with local organizations and sponsors to fund educational initiatives.
- **Impact:** Supports youth development and academic excellence.
- **Time-bound:** Launch programs starting Q1 2025- Q4 2027, with annual reviews.

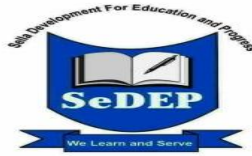
#### Action Steps:

- i. Organize an annual inter-school debate and quiz competition in partnership with corporate sponsors.
- ii. Identify and award scholarships to deserving students and nurses based on established criteria.
- iii. Monitor beneficiaries' progress and evaluate the impact of educational programs.

### 4. Tourism and hospitality Programs

**Specific:** Organize annual social and entertainment programs, including December activities, to foster social interaction and engagement.

- **Goal:** design branch social and entertainment actives .
- **Achievable:** Involve branches in planning and execution.
- **Impact:** Strengthens community bonds, family reunions and social cohesion.
- **Time-bound:** Host annual events starting December 2025-2027.



### **Action Steps:**

- i. Plan a calendar of activities for December annually.
- ii. Secure sponsors and partners for event funding.
- iii. Promote events through social media and local outreach.

## **5. Infrastructure Development**

**Specific:** Improve community infrastructure, including the construction of a youth center facility in Kamakwie, the youth center will comprises of beauty salon, barbing shop, cinema and hall the beautification of the Kamakwie township, construction of office space, and rehabilitation of roundabouts within Kamakwie.

- **Goal:** Complete at least one major infrastructure project annually in one of our areas of operation.
- **Achievable:** Mobilize resources through fundraising and partnerships.
- **Impact:** Enhances SeDEP's physical presence and community appreciation.
- **Time-bound:** Begin projects by Q2 2025.

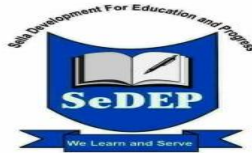
### **Action Steps:**

- i. Identify priority infrastructure projects.
- ii. Collaborate with local authorities for approvals.
- iii. Launch fundraising campaigns dedicated to infrastructure projects.

## **6. Health Initiatives (HEAL)**

**Specific:** Continue supporting the Blood Bank project at the Kamakwie Wesleyan Hospital and expand health-related initiatives.

- **Goal:** Increase blood bank capacity and health outreach programs by 50% by 2027.
- **Achievable:** Partner with health institutions and donors for resources.



- **Impact:** Addresses critical health needs in the community.
- **Time-bound:** Sustain efforts through 2025-2027.

### **Action Steps:**

- i. Collaborate with health stakeholders to support the blood bank.
- ii. Organize regular health awareness campaigns.
- iii. Train volunteers to assist in health-related activities.

**Monitoring and Evaluation:** To ensure successful implementation of this strategic plan, SeDEP will:

- i. Conduct quarterly performance reviews against the set objectives.
- ii. Use surveys and feedback from members to adjust strategies as needed.
- iii. Hold quarterly and annual general meetings to review progress and set new priorities for the coming year.

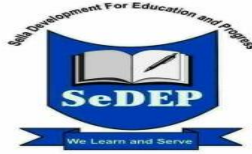
## **7. Youth Empowerment and Gender Equality Programs**

**Specific:** Establish leadership training programs for youths and gender sensitivity programs like equality campaigns.

- **Goal:** ensure gender equality and empower youths with leaderships skills
- **Achievable:** Conduct training workshops on leadership and management for youths as potential leaders-2025-2027.
- **Impact:** establish a pool of youth with leadership capabilities.
- **Time-bound:** Implement new leadership guidelines and a succession plan 2025-2027.

### **Action Steps:**

- Define and document roles and responsibilities for each leadership position.
- Develop a mentorship program to train younger members for leadership roles.



- Conduct bi-annual leadership review meetings to assess performance.

## **SWOT ANALYSIS**

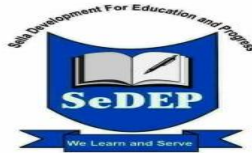
The SWOT analysis provides information about the organization's Strengths, Weaknesses, Opportunities, and Threats. It lays the foundation for strategizing effectively for fundraising, resource allocation, and project implementation while addressing potential risks and leveraging opportunities for growth and impact.

### **Strengths**

- SeDEP has been operational since 2002. It has a strong reputation and wide geographical reach in Sierra Leone, including branches in Kamakwie, Makeni, Bo, Kenema, Waterloo, Kono, Port Loko, and Freetown.
- Strong alignment with national agricultural priorities (Feed Salone).
- Focus areas align with Sierra Leone's National Development Plan 2024-2030, including agriculture (Feed Salone initiative), education, and youth empowerment.
- Comprehensive initiatives such as health projects, educational programs, job-seeking initiatives, infrastructure development, and entertainment events.
- Commitment to embracing individuals from diverse cultural, ethnic, and social backgrounds, fostering social cohesion.
- Plans for workshops, team-building events, and membership drives to strengthen unity and increase active participation.
- Collaboration with local organizations and sponsors for educational initiatives and resource mobilization.
- Newly developed SMART strategic plan with clear objectives, action steps, and monitoring mechanisms.

### **Weaknesses**

- i. Dependence on fundraising and grants with inconsistent revenue generation.
- ii. Gaps in infrastructure, such as lack of dedicated office space and underdeveloped meeting facilities.
- iii. Need for a clear succession plan and documented leadership roles.
- iv. Challenges in maintaining engagement among members, particularly younger
- v. Minimal use of technology for outreach, program management, and fundraising campaigns.



- vi. Limited access to advanced farming technology.
- vii. Dependence on external funding for large-scale implementation.

### **Opportunities**

- i. Potential for PPPs and corporate partnerships to fund major projects, including infrastructure and health initiatives.
- ii. Alignment with international donor priorities, particularly in education, agriculture, and health.
- iii. Opportunities to attract more members through targeted outreach and innovative programs.
- iv. Leverage digital platforms for wider outreach, membership engagement, and fundraising.
- v. Opportunity to influence and contribute to development across the Sella Limba Chiefdom and beyond.
- vi. High demand for staple crops like rice and cassava.
- vii. Potential for public-private partnerships in agriculture.
- viii. Availability of uncultivated arable land in Sella Limba Chiefdom.

### **Threats**

- i. Fluctuations in the national and global economy could impact funding and project implementation.
- ii. Other organizations competing for the same donor and funding pools.
- iii. Changes in government policies or priorities could affect alignment with national strategies.
- iv. Risk of disengagement among long-serving members due to lack of incentives or recognition.
- v. Difficulty in sustaining long-term projects without consistent funding and member commitment.
- vi. Fluctuating climate conditions affecting crop yields.
- vii. Market volatility and fluctuating crop prices.
- viii. Competition from larger commercial farms.

